



High Studies in Graphic Design for Advertising

Graphic Design For Advertising

▲ GRAPHIC DESIGN FOR ADVERTISING

The advertising graphic designer works in with or for advertising agencies, publishers, digital and print newspapers, printers, professional photographic labs, design studios and audiovisual companies

In these companies the advertising graphic designer is part of the creative team, being able to carry out their role in different fields such as press, television and direct and external advertising.

I'm going to work as

- A freelance graphic designer creating advertising products for companies and institutions and managing and monitoring project quality in the graphic industry.
- An art director
- An artwork coordinato

Escuela de Arte de Jerez
C/Porvera, 54 C.P. 11403
Tlf: 856 811 523 Fax: 856 811 577
Web: escueladeartedejerez.es
info@eajerez.com

| Design: Felipe Lavi |



JUNTA DE ANDALUCÍA



ESCUELA
DE ARTE DE JEREZ



Erasmus+

1st ACADEMIC YEAR

Fundamentals of visual Representation and Expression	4h
Theory of the Image	2h
Digital Design	5h
Photography	2h
History of the Advertising Image	2h
Typography	4h
Fundamentals of Graphic Design	4h
Audiovisual Language and Technology	2h
Advertising Graphic Design Projects	4h
Total	30h

2nd ACADEMIC YEAR

Photography	4h
Typography	4h
Advertising & Marketing Theory	5h
Audio-visual Language & Technology	5h
Advertising Graphic Design Projects	8h
Training and career guidance	4h
Total	30h
Internship and Final Project	220h

I can carry on to study

- Other specialised courses belonging to the area of Graphic Design: Illustration, Photography.
- Etching, Serigraphy, Engraving.
- Higher Studies in Graphic Design.
- Other University Degrees such as: Fine Arts, Audiovisual Communication, Documentation, History of Art, Journalism, Advertising & Public Relations, Librarianship & Documentation.

